

## Press Release

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# **Creating business synergies to enhance know-how and skills present in the Piedmont area: SABELT and ITALDESIGN sign a partnership agreement for the development of an innovative concept of a production car seat**

Moncalieri, August 1st, 2024

**Sabelt**, a leading company in the design and construction of car seats and seatbelts for the automotive industry, and **Italdesign**, a company at the forefront of vehicle design and development and pre-series services, announce a partnership for the development of an innovative production car seat characterized by lightness and innovation. It will also feature an important focus on sustainability in terms of materials and production processes and will testify the quality of Made in Italy products at an international level

The collaboration will extend until April 2027, involving cross-functional teams from both companies.

The agreement comes a few days after the signing of the deed of incorporation of the Vehicle Valley Association, set to create production and commercial synergies among the many and important automotive companies operating in the automotive and mobility sectors in the Piedmont area. It's therefore the first output of the Association, which aims to combine the know-how and the very high creative and design skills that Piedmont offers worldwide in the automotive and mobility sectors, and to propose them in a synergistic way, favoring member companies in promoting their experiences, knowledge, and skills in a supportive and complete offer.

*"Partnerships like this one are the natural meeting of creators of excellence with different skills united by the same territory and engaged in the same business segment. - Said Giorgio Marsiaj, President of Sabelt Spa. – Both our DNAs were forged in the automotive industry, and we are keepers of skills and knowledge that are difficult to replicate elsewhere in the world. We are proud to work together with other prestigious companies such as Italdesign and to be Ambassadors of "Made in Italy" in the world".*

*"This agreement doesn't only establish the partnership between Italdesign and Sabelt," said Antonio Casu, CEO of Italdesign, "but demonstrates how the idea of joining forces of those Piedmontese companies operating in the automotive sector in a single association allows everyone to achieve goals that are*

*difficult to achieve individually, thus enhancing the territory, bringing innovation, attracting new business projects and increasing our competitiveness."*

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